

COMPLETE RULES OF THE "KNITKARL" GAME

Section 1 - Organising Company and Game Duration

- 1.1 The Woolmark International Pty Limited, whose registered office is located at New Wing, Sommerset House, The Strand, London, England, WC2R1LA and registered under Company Number 06378199 (hereinafter the "**Organising Company**"), is organising an online competition, with no purchasing obligations or provision of goods or services obligations, to participate in a draw (hereinafter the "**Game**"). Entries to the Game will be available from 7 February 2020 at midnight until 7 March 2020 at 11:59 pm (French time) (hereinafter the "**Game Duration**").

Section 2 - Game Announcement

- 2.1 The Game is announced via:
- a) www.knitkarl.com (hereinafter the "**Site**");
 - b) the Organising Company's social media channels; or
 - c) any other means of publicising at the Organising Company's discretion including press and promotional media.

Section 3 - Participation conditions

- 3.1 Participation in the Game is open to all individuals who are 18 years of age or older (hereinafter referred to as the "Participants").
- 3.2 The Participant must have Internet access and a valid email address to participate and be considered for a Prize.
- 3.3 The following persons are strictly excluded from any participation in the Game:
- a) persons who do not fall in the age group stated in section 3.1;
 - b) employees and officers of the companies that participated in the creation and/or promotion of the Game;
 - c) family members, spouses or de facto partners of persons set out in section 3.3b).
- 3.4 The Participant acknowledges and agrees that participation in the Game constitutes an irrevocable acceptance of the terms herein in their entirety (hereinafter referred to as the "Rules").
- 3.5 Any Participant who is in violation of the Rules and any other instructions from the Organising Company in relation to the Game will be denied the opportunity to participate in the Game and, if applicable, to claim the Prize. The Organising Company will not be held liable for any claim or demand in relation to, or in connection with, the denial of opportunity to participate contemplated under this section 3.5. Without limiting any other remedy available to the Organising Company under the Rules, the Organising Company reserves the right to take legal action against the Participant if the Participant breaches a term of the Rules.

Section 4 – Participation

- 4.1 To take part in the Game, the Participant must, during the Game Duration:
- a) find one of the 777 8-character alphanumeric codes inserted in all promotional materials in relation to the Game (hereinafter the Codes);
 - b) go to the Game's dedicated page on the Site at knitkarl.com
 - c) enter the Code from section 4.1a);
 - d) correctly answer the question that is prompted to the Participant;
 - e) register by creating a personal space by filling in the relevant form with the Participant's details including the Participant's last name, first name, email address, postal address, country of origin, and a password;
 - f) accept the Rules by clicking on the relevant link, checkbox and/or button; and
 - g) validate your participation and registration by enabling the robot filter, and
- an email will be sent to the email address provided by the Participant to confirm the Participant's consent to enter into the Game and acceptance of the Rules.
- 4.2 The Participant must answer the prompted question correctly and confirm their registration in accordance with the instruction in the email from section 4.1g) to complete participation and be considered for a Prize.
- 4.3 The Participant may participate, in accordance with section 4.1, each time they find a different Code.
- 4.4 The Participant may only use each Code once.
- 4.5 Any entry containing missing, false, incomplete, illegible, erroneous, inaccurate, or incomplete information, as well as any entry registered after the Game Duration or interrupted during validation or submission (including due to a technical issue with the Internet connection), will be considered void and will not be taken into account.
- 4.6 Any use of different addresses or identifiers by the same Participant will be considered a fraud leading to the permanent elimination of the Participant.
- 4.7 At any time, and until the Prize is awarded, the Organising Company reserves the right to carry out any checks in order to verify whether the Participant complies with the provisions of the Rules.
- 4.8 The Participant must not:
- a) disclose the Participant's identifier or password for accessing the Site with a third party; or
 - b) permit a third party to use the Participant's identifier and password to access the Site.
- 4.9 Any connection to the Site including personal space using the Participant's identifier and password is presumed to have been made by the Participant. The Participant will indemnify and hold harmless the Organising Company against any liability, claim or expense (including

legal expense) arising from, or in connection with, any unauthorised access to the Site caused by the Participant's failure to comply with section 4.8.

Section 5 – Prizes

- 5.1 777 (seven hundred and seventy-seven) prizes with a unit value of approximately €100 (one hundred euros) each (including tax) will be awarded (the “Prizes”) to the winners. For the avoidance of doubt, one winner is entitled to one Prize only in accordance with section 6.4. Each Prize includes:
- box ;
 - 1 cable needle and 1 simple needle ;
 - leaflet;
 - kit of 4 pins; and
 - 8 yarns of merino wool.
- 5.2 The value indicated for each Prize corresponds to the all-inclusive retail price (incl. tax) currently applied or estimated at February 2020, and is provided as an indication only subject to change.

Section 6 - Determining the Winners

- 6.1 The winners (hereinafter the “**Winners**”) will be determined by electronic Prize draws (hereinafter “**Draws**”) using algorithmic software. The Draws will be supervised by an independent management body mandated by the Organising Company.
- 6.2 For each unique Code, 3 Draws will be organised among all Participants who entered the corresponding Code and are validly registered as Participants of the Game in accordance with the Rules. Accordingly, 3 Participants will be drawn in total for each Code.
- 6.3 Although a Participant may participate in several Draws by entering multiple Codes, the Game is limited to a single Prize per winning Participant regardless of how many Draws the Participant wins.
- 6.4 In the event a Participant is drawn several times, only the first Draw will be considered and the remaining Draws shall be void and put back into play for re-draw.
- 6.5 The list of Winners will be submitted to the Bailiffs' office of Synergie Huissiers located at 13 - 21 Rue Bonnefoy, 13006 Marseille.

Section 7 - Awarding the Prizes

- 7.1 The Prize for each Draw will be awarded to the Participant who is drawn first out of three Draws in accordance with section 6.2, subject to sections 7.2 and 7.3.
- 7.2 If the Prize cannot be awarded to the Participant selected under section 7.1 for any reason whatsoever described in the Rules (e.g. invalid address, fraudulent participation and etc.) the Prize will be awarded to the second Participant drawn.

- 7.3 If the Prize cannot be allocated to the Participant drawn under section 7.2, it will be allocated to the third Participant drawn.
- 7.4 Every Participant will receive an email inviting them to log into their personal space on the Site in order to find out if they have won a Prize and the information regarding the delivery of the Prize.
- 7.5 Prizes will be sent by post to the address provided by each Participant during registration. The Participant will be solely responsible, and the Organising Company will not be held liable, for any error in the Participant's own postal address that may cause the delivery to be delayed or impossible.
- 7.6 If a Prize cannot be awarded to any of the Participants drawn for any reason, the Organising Company may either award the Prize to another Participant or not award the Prize to any Participant at the Organising Company's absolute discretion. The Organising Company will not be liable for any claim or demand arising from, or in connection with, the Organising Company's decision under this section 7.6.
- 7.7 If, for any unforeseeable circumstance or any reason beyond the Organising Company's control, the Organising Company is unable to award a particular item (or all items) set out under section 5 as part of the Prize, the Organising Company may replace such item with an alternative good of equivalent value or nature.
- 7.8 The Prizes are nominative, non-marketable, and the Winners must not assign or transfer their Prizes to third parties.
- 7.9 The Organising Company shall not provide any other benefits or guarantees than the Prizes as described in Section 5. For the avoidance of doubt, this section 7.9 does not restrict or limit the Winner's rights under any applicable consumer guarantees provided under a statute, regulation or law of the relevant jurisdiction (**Consumer Guarantees**).
- 7.10 To the full extent permitted by law, including for any breach of Consumer Guarantees by the Organising Company, the Organising Company's aggregate liability to a Winner for all claims made under or in connection with the Game (including the Prize) whether arising under contract, negligence or any other tort, under statute or otherwise at all, will be limited to the Organising Company's re-delivery of the relevant Prize in accordance with the Rules.
- 7.11 The Organising Company reserves the right not to award the Prize to the Winner if it appears the Winner defrauded or failed to comply with the conditions of the Rules. The Organising Company will not be liable for any claim or demand arising from, or in connection with, the Organising Company's decision under this section 7.11.

Section 8 - Internet - Information technology

- 8.1 The Participant is solely responsible for the network connection and equipment used in connecting to the Site. The Company declines any liability arising from, or in connection with, any failure, latency, damage or loss of the Participant's network connection or equipment.
- 8.2 The Organising Company will not be held responsible for any delays or errors in sending emails caused by the Participant's spam filters.

Section 9 – Fraud

- 9.1 The Organising Company may suspend and/or cancel the participation of one or more Participants, in the event the Organising Company reasonably considers that the relevant Participants have been engaged in suspicious or fraudulent behaviour, or otherwise are in breach of the Rules.
- 9.2 The Organising Company reserves the right to refuse any participation that reasonably shows signs of a desire to breach the Rules (e.g. use of robots or any other similar process, use of several different emails to participate multiple times and etc.).
- 9.3 The Organising Company reserves the right not to award Prizes to Winners who are found to have engaged in fraudulent behaviour or otherwise breached the Rules. The Organising Company may, without limiting any other remedy available to it under the Rules, take legal action against such Winners.
- 9.4 The Organising Company has the sole and exclusive authority to exclude, suspend or reinstate the Participants in the Game having regard to the relevant information in its possession.
- 9.5 In the event of exclusion or suspension under section 9.4, if the relevant Participants wish to reinstate participation in the Game, they must provide proof that they acted in accordance with the Rules and have not breached any of the terms of the Rules or acted in a fraudulent manner (if applicable) as requested by the Organising Company.

Section 10 - Personal data

- 10.1 By participating in the Game, the Participant acknowledges and agrees that the Organising Company will collect the Participant's personal data during the Participant's participation in the Game in accordance with clause 4.1 and, where applicable, during organising the delivery of the Prize.
- 10.2 The Participant's personal data may only be used for the purpose of facilitating and administering the Game (including promotional activities contemplated in section 10.5) (collectively, "**Purpose**") and in accordance with the Organising Company's privacy policy at <https://www.woolmark.com/legal/privacy/>, subject to any written instruction from the Participant or any requirements under the applicable law. If the Participant's personal data is required to be processed under the applicable law, the Organising Company shall inform the Participant of such requirement before processing. 10.3 The Organising Company warrants that the relevant employees, officers and contractors of the Organising Company who will be involved in processing the Participant's personal data will not be disclosing or using the Participant's personal data except as contemplated in the Rules.

- 10.4 The Participant acknowledges and agrees that the Organising Company may communicate the Participant's personal data to third parties (i.e. in accordance with the privacy policy specified in section 10.2), who are bound by data protection obligations similar to those of the Rules, for the Purpose. Where such third parties fail to fulfil their data protection obligations, the Organising Company shall remain fully liable to the Participant.
- 10.5 The Participant agrees that, if the Participant is selected as a Winner, the Participant's first and last names and its city of origin may be communicated to the public during the promotion of the Game by the Organising Company on any type of medium, without this giving rise to any remuneration in this respect.
- 10.6 The Participant's personal data will be kept for a period of 3 (three) months from the date of collection, unless otherwise required to be retained for a longer period under a court order, statute, regulation or law.
- 10.7 For any requests, complaints or comments in relation to the Participant's personal data, the Organising Company's Data Protection Officer can be contacted at New Wing, Sommerset House, The Strand, Londres, Angleterre, WC2R1LA or privacy@wool.com.
- 10.8 The Participant is informed that he/she has the right to access, rectify, portability, delete his/her data, as well as the right to oppose and limit the processing of his/her personal data.
- 10.9 The Participant may exercise the rights under section 10.8 by written request to privacy@wool.com
- 10.10 The Participant also has a right to have recourse at any time to the French National Commission for Information Technology (CNIL: www.cnil.fr).
- 10.11 The mandatory data collected to participate in the Game are identified at the time of participation. Consequently, the Participant who exercises his/her right to delete his/her personal data before the end of the Game will be deemed to have withdrawn his/her participation. The Organising Company will not be held liable in this respect.

Section 11 - Intellectual Property

- 11.1 The Organising Company is the exclusive owner of all intellectual property rights in and to the structure and the general content of the Game, the Site, and the associated databases (collectively, "Organising Company Materials").
- 11.2 In particular, any element displayed on the communication media and on the Site, of any nature whatsoever, is the exclusive property of the Organising Company. These include texts, images, sounds, photos, videos, music, databases, data, logos, trademarks, software, content, codes, and layouts etc.

11.3 Consequently, any reproduction is strictly prohibited without the prior written authorisation of the Organising Company, including by copying, downloading and printing, representation, making available, communication to the public, adaptation, modification, translation, transformation, distribution, synchronisation, integration into another site, commercial or non-commercial use, reverse engineering, decompiling and/or reuse in any way whatsoever of all or part of the Organising Company Materials.

11.4 The consultation and use of the Site do not confer any intellectual property rights upon the Participant.

11.6 The Organising Company reserves the right to initiate any civil and/or criminal action in relation to any infringement of intellectual property by the Participant.

Section 12 - Modification and cancellation of the Game

12.1 The Organising Company reserves the right to shorten, postpone, modify, extend, interrupt, or simply cancel the Game without its liability being engaged in this respect and without any compensation of any kind whatsoever being due.

Section 13 - Access and modification of the Rules

13.1 The Rules are filed with the Bailiffs' office of Synergie Huissiers located at 13 - 21 Rue Bonnefoy, 13006 Marseille.

13.2 The Rules are available online on the Site at www.knitkarl.com.

13.3 The Organising Company reserves the right to modify the Rules at any time in the form of an amendment. This will be filed with the above-mentioned Bailiffs' office.

13.4 The new version of the Rules will be published on the Site.

13.5 Only the version of the Rules filed with the Bailiffs' office is authentic. It prevails over any other version.

Section 14: Applicable Law

14.1 The terms of the Rules are governed by French law.

Section 15 - Disputes

15.1 In the event of a dispute or complaint, for any reason whatsoever, such requests must be sent by email to the Organising Company at the following address: knitkarl@wool.com later than 30 (thirty) days after the end of the Game Duration, that is, no later than 7 April 2020.

15.2 Any request made after this date will not be taken into account.